

Communications and Community Outreach Committee
March 3, 2011
Executive Office Bldg, 101 Monroe Street
Meeting Notes

Members Attending: Judy Welles, Vivien Hsueh, Barbara Multz, Marcia Pruzan, Mona Negm, Elizabeth Brooks-Evans, Odile Saddi

Topic	Discussion Points	Decisions/follow-up
Update	<ol style="list-style-type: none"> 1. Odile Saddi and Charles Smith were complimented for providing age 65+ demographic data comparing Montgomery County to Maryland state and utilization data for calls to the senior resource line (240-777-3000) Odile also provided 311 calls data (attached) post-meeting. 2. Further action was discussed on engaging seniors in testifying at County townhalls and hearings. 	<p>Action: COA members should be encouraged to attend senior center lunches to listen to senior concerns. Recommendation will be made to Executive Committee. Arrangements to be made with senior centers, possibly by C&CO committee/TBD.</p>
Communication with stakeholders	<p>A number of suggestions discussed by C&CO members:</p> <ol style="list-style-type: none"> 1. Meetings with stakeholders can be more effective than emails both to inform, engage, and gain feedback. Odile noted that more than 1 or 2 stakeholder meetings such as one in February would be difficult for her staff to handle. She also suggested that COA ask stakeholders what would be the best to communicate with them and keep them informed. <p>Mona suggested smaller group meetings or roundtables perhaps every other month with a few COA members or the C&CO committee. Other suggestions were to bring COA information and key messages to important meetings and events held by stakeholders. Another idea was to identify key stakeholder groups and have leaders speak to a COA meeting on a priority issue of COA, such as transportation or senior agenda or end of life care.</p> <ol style="list-style-type: none"> 2. Greatest need is to inform stakeholders about COA and how to keep up to date on COA activities and priorities. One approach is to publicize COA Web site which should have updated information and meeting calendar. 3. Also discussed was need to broaden stakeholder group and attendance from ethnic groups, churches, retirement community representatives, and chambers of Commerce. Importance of partnering with GROWS was noted. One suggestion was to phone stakeholders directly to invite to COA meetings, not simply email. 4. The group discussed a proposal to provide an “information mart” where stakeholders could exchange information about their services and events. While recognizing that COA should also try to be responsive to 	<p>Action: Marcia Pruzan will draft paragraph about COA Web site for letter to be sent with summary of Feb. stakeholder meeting and will get ok from meeting organizers Beth Shapiro and Grace Whipple. Odile will add sentence asking stakeholders for suggestions on communication and will include monthly calendar of COA committee meetings.</p> <p>Action: C&CO committee members should review COA Web site for what works well and what should be improved. Odile is seeking volunteer help to update and maintain COA web site.</p> <p>Action: C&CO committee will continue discussion of stakeholder communication at April meeting (rescheduled to Tuesday, April 5, 1 pm).</p>

	<p>stakeholders while asking them to support our priorities, the committee thought it would be time-consuming and cumbersome to be a central source of information for other organizations. Instead, the committee suggested that we find ways to invite key stakeholders to make presentations to us so we learn more about them and also listen to how they are supporting our priorities.</p>	<p>Action: Because the discussion was animated and broad-ranging, the topic of Stakeholder communication and outreach will be the major agenda item for the April meeting.</p>
<p>COA Communication</p>	<ol style="list-style-type: none"> 1. In addition to other outlets, the need to reach out to Churches and to “Religious Hour” on radio was suggested. A very diverse group of many ethnic backgrounds gather at Muslim schools, for example, and this might be a place to develop contact and interaction. The Muslim School on New Hampshire Avenue is developing a senior center for elderly members, for example. 2. Partnership with GROWS: Because of member conflicts, the C&CO committee cannot change its meeting date to enable members to attend GROWS meetings but COA, with broad membership, should try to send representatives regularly to keep GROWS informed of activities. 	<p>Action: COA should ask for volunteers among members to attend monthly GROWS meetings to inform the group about our activities for that month. Perhaps each committee could send a member from time to time. This item will be brought to Executive Committee.</p>
<p>Other Business</p>	<p>Odile reported that State Dept on Aging Secretary Gloria Lawlah will be holding “townhalls” with seniors to hear views. She also asked the Committee to give comments on a new County brochure about hoarding. Odile will be meeting with a reporter from the Gazette newspaper (Sophie Yarborough) who is gathering information on the top senior issues.</p>	<p>Action: C&CO committee members should give comments about the hoarding brochure to Odile. Post-meeting, Odile met with reporter and Mary Anderson will be distributing a report of the session; the reporter will be requesting a meeting with Elaine Binder.</p>
<p>NEXT MEETING</p>	<p>For April ONLY, the next meeting of Communications and Community Outreach Committee will be held on Tuesday, April 5, at 1 p.m.</p>	